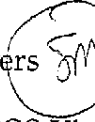


TO: Sylvia Cruz  
FROM: Steve Meyers   
SUBJECT: Hispanic POS Kit

DATE: July 27, 1995

Background

Marlboro has decided to produce a Hispanic SBO kit similar to the mainline SBO kit we are producing for non-workload accounts. The kit would contain Marlboro Unlimited POS and would coincide with the November kick-off.

Execution Consideration

As is the case with the mainline kit, this Hispanic kit would borrow from creative used in workload POS, only the Hispanic POS would use Spanish copy.

Materials

Listed below are materials we will be including in the Hispanic kit:

<u>Item</u>	<u>POS#</u>
Dangler	81354
Change Mat	81355
Canyon Vertical Poster	81356
2-Sided Styrene Decal	81357
Take-One Box	81347
Sweepstakes Entry Form	81272

Next Steps

Please produce art and keyline as quickly as possible so that we can meet our November in-field date.

cc:  
D. Cohen  
E. Ellis (Madden)  
W. Smith  
N. Suter

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